



PRESS RELEASE

“IMAGINE A FUTURE FOR THE CLUSTER APPROACH” International workshop on Emas Cluster approach

Tuesday, 26th April 2011,

c/o DG Enterprise and Industry, European Commission
Avenue d'Audergem 45
1049 Bruxelles

The workshop, which has been held on Tuesday 26th April (9:00 -13:00) in Bruxelles, presented the **Cluster approach to EMAS certification**, involving several interested actors of the SMEs cluster-related “universe”, in order to outline the methodological and strategic development of this **innovative approach** within the EU and MSs environmental and industrial policies.

The total participants were 25, coming from different European organization, operating on Eco–Innovation field and sustainable development.

The first session has been opened by Ms Paula Gomes of European Commission -DG Environment, who gave her warm welcome to the participants. Mr Frederik Neuwahl of EACI introduced the CIP-Eco innovation Initiative, creating a framework for the intervention of Prof. Fabio Iraldo of CESISP, who explained the objectives and contents of the IMAGINE Project, especially focusing on the approach, activities and environmental strategies performed on the four clusters involved in the project.

The second session presented four other relevant EU **experiences in the field of Eco-innovation** in industrial clusters, in order to carry out networking activities and exchange of best practices.

The workshop identified interested European clusters to IMAGINE project as well, in order to assess the transferability and replicability of the methodology of the project and its results. This activity will be subsequently performed through the organization of ad hoc seminars with the selected clusters in the following phases of the project.

Download the workshop’s presentations:

Mr. Frederik Neuwahl, *Executive Agency for Competitiveness and Innovation*
The CIP - Eco Innovation Initiative



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Mr. Fabio Iraldo, *Cesisp*

The IMAGINE project; approach, activities and environmental strategies performed on the four clusters involved in the project

Mr. Heinz Werner Engel, *Eco-Conseil Entreprise srl*

EMAS cluster certification to support regional Branding, leaner value chains and transparent governance of local development: current learnings from cultural and health oriented tourist offers

Mr. Jonatan Paton, *INFYDE S.L.*

Cluster and STPs convergence in a ecoinnovative and sustainable approach: the case of Madrid Network

Karen Vanderstraeten, *VITO NV*

PRODEM – KMO finds VITO: Support in the first steps towards a green economy



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